

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES



# REIGNWOOD ICONS OF FOOTBALL 2025

BANGKOK, 28<sup>TH</sup> FEBRUARY — 2<sup>ND</sup> MARCH 2025



# ENGLAND vs. WORLD



*WHERE SPORTS UNITE*



# WHERE SPORTS UNITE



## REIGNWOOD ICONS OF FOOTBALL 2025

BANGKOK, 28<sup>TH</sup> FEBRUARY – 2<sup>ND</sup> MARCH 2025

REIGNWOOD ICONS OF FOOTBALL 2025, a Ryder Cup-style team matchplay golf extravaganza featuring 24 of the world's finest football icons, is coming to Bangkok in 2025.

The three-day golf spectacular will see global sporting giants battle it out at the Robinswood Golf Club in an England vs. Rest of the World team golf tournament boasting the biggest and boldest cross-section of worldclass football and golf icons ever seen in a competitive arena.

Stars include Gareth Bale, Carlos Tevez, Gianfranco Zola, John Terry, Ian Wright, Alan Shearer, Lee Westwood and Sergio Garcia.

This is a sporting event without parallel. A celebration of the astonishing diversity and competitive spirit in world sport. Fully televised. A chance to see and hear sporting giants as never before.

Bangkok now joins a number of impressive host cities, including New York, Dubai, Las Vegas and London, to bring together icons and fans from around the world to a series of live broadcast golfing tournaments.

Developed by Founder and CEO, Thomas Brookes, Icons Series stakeholders include: former professional Australian tennis player Ash Barty; English football players Harry Kane and James Milner; Liverpool icon, Robbie Fowler; Dutch icon, Dirk Kuyt; and Manchester United icons Michael Carrick and Paul Ince.

### GRANDEUR, SCALE AND EXPOSURE

Icons Series is the big stage. Serious production values, global stars and big TV audience.

For Sponsors & Partners this is an opportunity for major exposure in a dynamic, diverse context.



**BE PART OF ICONS SERIES SUCCESS  
BECOME A COMMERCIAL PARTNER**



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## QUICK FACTS

**CELEBRITY GOLFERS – GLOBAL ICONS**  
LEE WESTWOOD  
ENGLAND TEAM CAPTAIN

SERGIO GARCIA  
WORLD TEAM CAPTAIN

**24**  
OF THE MOST ICONIC  
FOOTBALLERS ON THE PLANET

**3 DAYS**  
PRO CELEBRITY GOLF

**VENUE**  
ROBINWOOD GOLF CLUB

**LIVE ENTERTAINMENT**  
IMMERSIVE MUSIC

**PREVIOUS PARTNERS**  
SRIXON, REFLO, CHAMPAGNE PIAFF,  
HENDRICK'S GIN, ARCCOS, VIZTEK  
SPORTS MEDIA, ERNIE ELS WINES  
STELLENBOSCH, SMBC, HACKENSACK,  
MERIDIAN HEALTH, TOUR TEE

**ENGLAND FOOTBALL ICONS**  
ALAN SHEARER, JOHN TERRY,  
IAN WRIGHT, PAUL SCHOLES,  
PETER CROUCH, PAUL INCE,  
JIMMY BULLARD, PHIL JAGIELKA,  
JAMIE REDKNAPP, ANDY COLE,  
TEDDY SHERINGHAM,  
ROBBIE FOWLER  
Subject to change

**10 HOLE**  
MATCH PLAY TOURNAMENT

**\$10M SWING**  
INTERACTIVE HOLE IN ONE

**HOSPITALITY**  
WORLD CLASS FOOD & BEVERAGE  
EXPERIENCES THROUGHOUT  
THE DAY

**248+ MILLION**  
SOCIAL REACH PLAYER  
COMBINED FOLLOWERS  
**35+ MILLION**  
ENGLAND TEAM FOLLOWERS  
**212+ MILLION**  
WORLD TEAM FOLLOWERS

**WORLD FOOTBALL ICONS**  
GARETH BALE, GABRIEL BATISTUTA,  
SERGIO AGUERO, RYAN GIGGS,  
ANDRIY SHEVCHENKO, PATRICK BERGER,  
ALESSANDRO DEL PIERO, DWIGHT YORKE,  
BASTIAN SCHWEINSTEIGER,  
CARLOS TEVEZ, GIANFRANCO ZOLA,  
PHILLIP LAHM  
Subject to change

**8,000 FANS**  
PER DAY GENERAL ADMISSION

**UP TO 2,000**  
PER DAY HOSPITALITY GUESTS

**72%**  
OF ICONS SERIES SPECTATORS ATTENDING  
GOLF EVENT FOR FIRST TIME

**FAN ENGAGEMENT**  
INSIDE THE ROPES, MEET & GREETs,  
AUTOGRAPHS AND SELFIES,  
FAN ENTERTAINMENT VILLAGE

**STATE OF THE ART BROADCAST TECH**  
IMMERSION & INVOLVEMENT LIKE NEVER  
BEFORE - HEAR HEARTS THUMPING ON  
THE FIRST TEE, A PIN DROP AS THE PUTTS  
ROLL - AND LISTEN IN ON WHAT CADDIES  
REALLY WHISPER ABOUT!





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## SPONSORSHIP PACKAGES

An incredible commercial opportunity... A chance to be seen alongside the greatest names in global sport. A chance to be part of some of the greatest stories in golf.

### CORE PACKAGES

REIGNWOOD ICONS OF FOOTBALL 2025 has developed commercial sponsorship and partnership marketing packages to suit differing levels of needs:

#### TIER 1: TITLE, HOST & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights to REIGNWOOD ICONS OF FOOTBALL 2025 - SOLD
- 1 x Host Sponsor with naming rights to REIGNWOOD ICONS OF FOOTBALL 2025 - SOLD
- 1 x Presenting Sponsor with naming rights to REIGNWOOD ICONS OF FOOTBALL 2025

#### TIER 2: OFFICIAL PARTNERS

6 x Official Partners of REIGNWOOD ICONS OF FOOTBALL 2025 from non-competing categories

#### TIER 3: OFFICIAL SUPPLIER PARTNERS

Up to 10 x Official Supplier Partners from different industries providing supplies and support for REIGNWOOD ICONS OF FOOTBALL 2025 e.g. Airline, Auto, Banks & Financial Services, Destinations, Car Rental, Clothing, Courier, Hotels, Mobile Communications, Recruitment, Sports & Soft Drinks, Ticketing, Travel & Tourism

### OTHER PACKAGES

#### SPECIAL ONE-OFF PACKAGES

- Naming Rights To Hole-In-One
- Naming Rights To Tournament Buggies

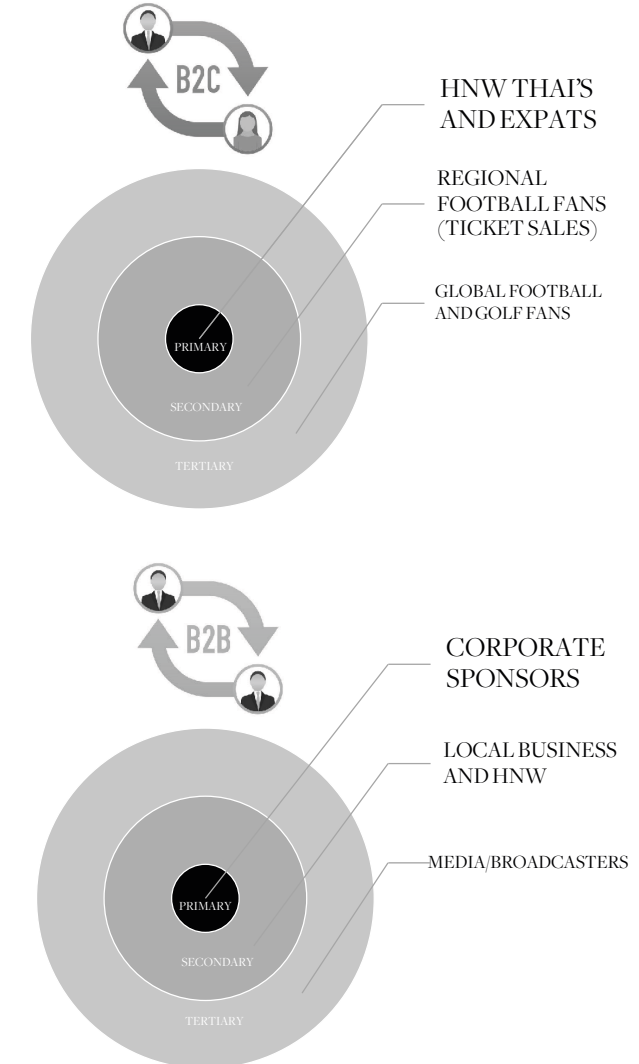
#### HOSPITALITY ONLY PACKAGES

Ticket only packages for businesses to entertain at the event

#### EXHIBITION ONLY PACKAGES

Packages for businesses to exhibit at the event

## TARGET MARKET





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## TEAMS

### ICONS NOT CELEBRITIES

Icons are not A, B or C Listers. They're above and beyond; exceptional sporting stars that have reached the pinnacle of their discipline, achieved the admiration of millions and transcended their own sport to become household names.

### BIG CHARACTERS – REVEALED

No sport exposes character like golf. And Matchplay exposes parts that golf formats don't reach.

### LEE WESTWOOD – ENGLAND TEAM CAPTAIN



#### ENGLAND FOOTBALL ICONS

- ALAN SHEARER
- JOHN TERRY
- IAN WRIGHT
- PAUL SCHOLES
- PETER CROUCH
- PAUL INCE
- JIMMY BULLARD
- PHIL JAGIELKA
- JAMIE REDKNAPP
- ANDY COLE
- TEDDY SHERINGHAM
- ROBBIE FOWLER



#### WORLD FOOTBALL ICONS

- GARETH BALE
- GABRIEL BATISTUTA
- SERGIO AGUERO
- RYAN GIGGS
- ANDRIY SHEVCHENKO
- ALESSANDRO DEL PIERO
- PATRICK BERGER
- DWIGHT YORKE
- BASTIAN SCHWEINSTEIGER
- CARLOS TEVEZ
- GIANFRANCO ZOLA
- PHILLIP LAHM

### SERGIO GARCIA – WORLD TEAM CAPTAIN



All Subject To Change



# WHERE SPORTS UNITE



## EVENT ITINERARY 2025

### INTENSE COMPETITION

Icons can't help themselves. They've got competition coursing through their veins. Like fire. REIGNWOOD ICONS OF FOOTBALL 2025 will be hard fought by die-hard winners. Stand well back.

TIMING	ACTIVITY
28 <sup>TH</sup> FEBRUARY	ICON-AM – 18 HOLES CAPTAIN'S BBQ
1 <sup>ST</sup> MARCH	<b>DAY 1 OF TOURNAMENT</b> MATCH 1 – ALTERNATE SHOT MATCH 2 - FOURBALLS
2 <sup>ND</sup> MARCH	<b>DAY 2 OF TOURNAMENT</b> MATCH 3 – ALTERNATE SHOT \$10M SWING MATCH 4 - SINGLES



**10-hole** - team match-play format delivers shorter, punchier, more engaging content

**Two hour live show each day** - magazine style presentation, live studio audience

**Cool Presenters** - live music set, match highlights, cuts to live action

**Captain's Features** - celebrity on-course reporters

**Lifestyle Features** - A-list guests from sport, business, music

**Hype Building** - team rivalry, patriotism, career recognition, unique stat profiling

**Distinctive Audio** - players mic'd up & visual identity that appeals to new and core golf fans

**Individual Player Performance** - leaderboards /data stats / pro-analysis / comparisons

**In-tournament** - gamification

**Behind-the-scenes Content** - locker rooms, cars, hotels, captains' team talks, etc

**Destination / Lifestyle** - non-golf VT's, storytelling features of the Icons

**Aligned** - digital and social content strategy



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## COURSE & LOCATION

### ROBINSWOOD GOLF CLUB, BANGKOK, THAILAND

Located on the outskirts of Bangkok, Reignwood Park is a multigenerational lifestyle development that includes the Robinswood Golf Club, private estates, a community mall, comprehensive wellness and sporting facilities, and the fully accredited KIS International School.

Robinswood Golf Club is one of Southeast Asia's most exclusive golf clubs and a showcase of golf course architecture, landscape design, and technologically advanced facilities.

As well as the state-of-the-art golf course, the Club features a driving range with cutting-edge golf-ball tracking solutions that incorporate tour-proven technology and performance data analysis tools.

Guests can also enjoy exclusive changing facilities including multi-sensory showers, chromotherapy and onsen hydrotherapy facilities with plunge pools.

Guests can also browse the retail golf shop and enjoy a post-game meal at The Championship Restaurant.





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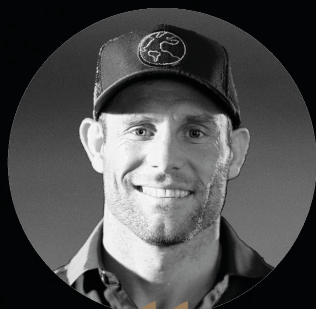


## TESTIMONIALS



This concept is going to get bigger and bigger and I'm excited to be part of it

**Pep Guardiola**



Pumped to be part of this event series and I can't wait to compete in more Icons Series tournaments.

**James Milner**



It was an honour to be part of the tournament and I'm looking forward to being part of this again in the future.

**Paul Ince**



Delighted to be part of the inaugural Icons Series event and I'm very excited to be competing again in many more."

**Andriy Shevchenko**



Incredible experience to compete with and against genuine Icons of football.

**Gabriel Batistuta**



Had an amazing week full of different vibes. So great to see fans from so many different sports here.

**Ryan Giggs**







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## PREVIOUS EVENTS

ICONS OF FOOTBALL  
Shadow Creek, Las Vegas  
16-18 June 2013  
ENGLAND v WORLD

ICONS OF FOOTBALL  
The Belfry, UK  
23-25 June 2017  
ENGLAND v WORLD

ICONS CUP  
Liberty National GC, USA  
29 June-01 July 2022  
USA v WORLD

2015

2018



2013

2017

2022

ICONS CUP  
Dubai Creek Golf Club, UAE  
22-24 April 2015  
USA v WORLD

ICONS OF RUGBY  
The Buckinghamshire, UK  
27-29 July 2018  
Southern Hemisphere v Northern Hemisphere



# WHERE SPORTS UNITE



## WHY GET INVOLVED?

Association with the REIGNWOOD ICONS OF FOOTBALL 2025 offers sponsors numerous benefits including:

- Image Enhancement** - with some of the planet's most iconic names celebrating the unifying power of sport
- Brand Exposure** - raising brand awareness of products and services through association with this major international event
- Hospitality Opportunities** - entertaining target audiences; internal and external
- Networking** - with business leaders
- Integrated Marketing** - local, regional and worldwide media exposure

An association with REIGNWOOD ICONS OF FOOTBALL 2025 allows Sponsors and Partners the opportunity to promote their products and services in a unique setting. Sponsors & Partners benefit in many ways, including...

## BRAND EXPOSURE

A chance to be seen alongside the greatest names in global sport. A chance to be part of some of the greatest stories in golf.

- EVENT**
- On Course - media boards, big screen advertorial, press conference backdrop, grandstands, clubhouse and hospitality structures
  - Off Course - OOH brand exposure amongst media assets in Bangkok
  - Fan Village - presence
  - Trophy - naming rights
  - Exclusive brand integration across 1 Hole or more

### BROADCAST



#### Previous broadcaster partners include:

- CANADA - TSN
- LATIN AMERICA - CLARO
- UK & IRELAND - SKY SPORTS
- MIDDLE EAST / NORTH AFRICA - BEIN SPORTS
- JAPAN, GERMANY, AUSTRIA, SWITZERLAND, BRASIL, CANADA - DAZN
- SUB SAHARA AFRICA - SUPERSPORT
- CHINA - CCTV
- THAILAND - TRUE SPORTS
- SOUTH KOREA - ECLAT / IB SPORTS
- AUSTRALIA - FOX SPORTS & KAYO
- USA - NBC PEACOCK
- USA - BEIN SPORTS
- INDIA - EUROSPORT DISCOVERY
- FINLAND / NORWAY / ICELAND / NETHERLANDS / POLAND / BALTICS - VIAPLAY





# WHERE SPORTS UNITE



## WHY GET INVOLVED?

### PR, ADVERTISING & MEDIA

The Icons Series will be an enthralling spectacle. And a constant source of addictive stories.

Sponsors & Partners can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

### GLOBAL PR & MEDIA EXPOSURE

Communication of Sponsors & Partners specific messages are guaranteed across the year through the event media partners & channels, in particular during the event itself.

PR Activity includes:

- Press Releases & PR Events: Sponsors & Partners will be involved in all event related press conferences and press launches
- Dedicated press release announcing partnership
- Opportunity to organise a press conference announcing of partnership
- Sponsor & Partner logos to be included in the footer of all press releases - before, during and after the event
- Celebrity Players - access for advertising, promotional & PR campaigns

### ADVERTISING

Sponsors & Partners will be included in the event advertising campaign activities throughout the year.





# WHERE SPORTS UNITE



## WHY GET INVOLVED?

### DIGITAL & SOCIAL RIGHTS



Inclusion in social media activity...

**ICONS SERIES INSTAGRAM – 18K FOLLOWERS**

**ICONS SERIES FACEBOOK – 8.9K FOLLOWERS**

**ICONS SERIES X – 19.8 K FOLLOWERS**

### SOCIALS

Our 26 global Icons competing in the 2022 Icons Cup had over 10 times more followers on social media than the 48 LIV players competing at their first event on the same dates.

The combined social media reach for the REIGN WOOD ICONS OF FOOTBALL 2025 is projected to increase from 184 million to exceed 270 Million.

Icons Series participants reach and engage with more social media audiences than any other golf tournament. Icons Series engages fans of all sports as well as traditional golf fans.

ICON	COUNTRY	TOTAL
Lee Westwood		1,369,176
Theo Walcott		9,983,220
Teddy Sheringham		4,349
Paul Scholes		1,076,156
Joe Hart		3,090,943
Paul Ince		66,074
Robbie Fowler		1,739,321
Phil Jagielka		323,299
Peter Crouch		1,368,639
Jimmy Bullard		1,180,083
<b>Total Confirmed Followers</b>		<b>20,201,260</b>

ICON	COUNTRY	TOTAL
Sergio Garcia		1,532,793
Luis Figo		8,444,475
Dwight Yorke		142,769
Patrik Berger		210,423
Gabriel Batistuta		2,063,158
Peter Schmeichel		2,119,719
Gianfranco Zola		215,121
Nemanja Vidic		612,917
<b>Total Confirmed Followers</b>		<b>15,341,375</b>

John Terry		9,920,192
Michael Owen		4,200,846
Jamie Redknapp		1,466,170
<b>Total Unconfirmed Followers</b>		<b>15,587,208</b>
<b>Total Followers</b>		<b>35,788,468</b>

Gareth Bale		106,041,801
Ryan Giggs		1,729,276
Alessandro Del Piero		15,584,773
Sergio Aguero		70,587,816
Carlos Tevez		3,368,445
<b>Total Unconfirmed Followers</b>		<b>197,312,111</b>
<b>Total Followers</b>		<b>212,653,486</b>

**TOTAL CONFIRMED FOLLOWERS - 35,542,635**

**TOTAL UNCONFIRMED FOLLOWERS - 212,899,319**

**TOTAL COMBINED FOLLOWERS - 248,441,954**





# WHERE SPORTS UNITE



## WHY GET INVOLVED?

### EXPERIENTIAL

REIGNWOOD ICONS OF FOOTBALL 2025 allows you to get close to the action and activities and be part of the experience. With exclusive once in a lifetime experiences...

#### CAPTAIN'S CLINIC

Learn from the world's best golfers.

#### ICON-AM

Play golf and socialise with the world's most iconic footballers.

#### CAPTAINS BBQ DINNER

Enjoy the finest culinary and entertainment experience hosted by genuine golf royalty in the company of all 24 Icons of football

### HOSPITALITY & NETWORKING

REIGNWOOD ICONS OF FOOTBALL 2025 presents a fantastic platform for Sponsors & Partners to network with like-minded business people and organisations from around the world.

PR Activity includes:

- Explore new business relationships and partnerships
- Foster and develop new lifelong friendships across boundaries and industries
- Promote your business in any specified market where Icons Series operates

There are a plethora of events including:

- ICON-AM - exclusive pre-event experience to play the golf course and engage with selected Icons
- Captains BBQ - exclusive private dinner in the presence of all the Icons
- Honorary Observer Guests - inside the ropes experiences
- VIP Hospitality Passes - to exclusive VIP areas
- General Admission - tickets
- Business Lunch Forum - icon lunch & Q&A with 20 x VIP guests
- Meet & Greet event - meet and greet event at venue of partner choice
- Closing Event - exclusive concert with performing artist
- After Party - VIP Guests only

### MERCHANDISING

REIGNWOOD ICONS OF FOOTBALL 2025 offer our Sponsors, Partner and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions.





# WHERE SPORTS UNITE



## INVENTORY OF RIGHTS

	TIER 1 PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to titles for PR & advertising use ...			
REIGNWOOD ICONS OF FOOTBALL 2025 presented by (Presenting Sponsor Name)†	Yes		
†Official Partner REIGNWOOD ICONS OF FOOTBALL 2025 presented by (Presenting Sponsor Name)†		Yes	
†Official (Supplier Sector) Partner REIGNWOOD ICONS OF FOOTBALL 2025 presented by (Presenting Sponsor Name)†			Yes
Official Media Partner REIGNWOOD ICONS OF FOOTBALL 2025 presented by (Presenting Sponsor Name)†			Yes
Product / Service Category Exclusivity	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS:</b>			
<b>LOGO &amp; IMAGE RIGHTS</b>			
Right to use official Icons Series / REIGNWOOD ICONS OF FOOTBALL 2025 logos and marks for promotional purposes – including player imagery – 2 or more players	Yes		
Right to use event Composite (lock-up) Logo on all internal /external mar-keting	Yes	Yes	Yes
Access to media library – digital content and photography assets for marketing purposes	Yes	Yes	Yes
<b>BRANDING – EVENT</b>			
On Course – Brand assets across media boards, big screen advertorial, press conference backdrop, grand-stands, clubhouse and hospitality structures	Prominent	Less Prominent	Less Prominent
Off Course – OOH brand exposure amongst media assets in Bangkok	Prominent	Less Prominent	Less Prominent
Naming rights of the tournament Fan Village	Yes		
Naming rights of one of the key trophies to be presented by company executive	Yes	Yes	
Exclusive brand integration across 1 Hole (or more at additional cost)	Yes	Additional	
<b>BROADCAST RIGHTS</b>			
Brand messaging within the broadcast – TV distribution to a minimum 30 different territories – USA & Canada, LATAM, Europe, Asia (including China), Australia, Middle East and North Africa, South Africa, Scandinavia	Yes		
TV Commercial Billboard – within permitted territories	Yes		
<b>PR, ADVERTISING &amp; MEDIA RIGHTS</b>			
Brand placement across agreed Icons Series / REIGNWOOD ICONS OF FOOTBALL 2025 branded assets including website, TV and digital	Prominent	Less Prominent	Less Prominent
Social content – your brand associated content from tournament	Yes	Yes	
Digital brand bespoke content – created, produced and edited for digital content use, delivered by Icons production team	Yes	Yes	
Official digital Tournament Program advertisement	Double Page	Single Page	½ Page

## INVENTORY OF RIGHTS

	TIER 1 PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
Inclusion in PR, Advertising & Media campaign	Prominent	Less Prominent	Less Prominent
Inclusion in Media Partner coverage	Prominent	Less Prominent	Less Prominent
Players – Access For Advertising, Promotional & PR Campaigns – to be agreed	Yes	Yes	Yes
<b>DIGITAL &amp; SOCIAL RIGHTS</b>			
Branding On Website & Socials	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme – including Integrating Brand Messages & Logos into Icons Series Social Pages	Prominent	Less Prominent	Less Prominent
<b>EXPERIENTIAL MARKETING RIGHTS</b>			
Presence in dedicated Fan Village area – options for retail and activities	Prominent	Less Prominent	Less Prominent
<b>HOSPITALITY &amp; NETWORKING RIGHTS*</b>			
ICON-AM – 28 February – exclusive pre-event experience to play the golf course and engage with selected Icons	Yes	Yes	Yes
Captains BBQ – 28 February – exclusive private dinner in the presence of all the Icons	Yes	Yes	Yes
Honorary Observer Guests – 182 March – Inside the Ropes' experiences	Yes	Yes	Yes
VIP Hospitality Passes – 182 March – agreed number of tickets per day to exclusive VIP Areas x 2 days	Yes	Yes	Yes
General Admission – 182 March – agreed number of GA tickets per day (can use as media giveaways) x 2 days	Yes	Yes	Yes
Business Lunch Forum – 27 – February – Icon Lunch & QA with 20 x VIP Guests	Yes	Yes	Yes
Meet & Greet event – 27 February – agreed number of guests for meet and greet event at venue of partner choice	Yes	Yes	Yes
Closing Event – 2 March – tickets for exclusive concert with performing artist	Yes	Yes	Yes
After Party – 2 March 2025 – VIP Guests only	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>			
Signed Merchandise – items signed by the rosters. Numbers to be agreed	Yes	Yes	
Co-branded Merchandise – opportunity to have licensed Icons series branded items	Yes	Yes	Yes
<b>ACCOUNT MANAGEMENT</b>			
Independent post-event evaluation report	Yes	Yes	

All rights are global and for one year, plus a one year extension option for 2026 event.

\*Number of tickets dependent on Tier.



# WHERE SPORTS UNITE



## ORGANISERS

Icons Series is a new concept in sport and entertainment. It brings bona-fide global icons from right across the world of sport together. Not in a celebrity pro-am. But for a hard-bitten match play tournament. Relentless competition and unremitting exposure that reveals characters, gives rise to legends – and opens up a new frontier in entertainment.

The Icons Series celebrates all that's great in the game – civility, sporting spirit, the profound test of skill and wits attracting a younger, diverse global audience engaged with punchy competition formats and cutting-edge broadcast technology. Golf as no-one has seen it before.

### EXECUTIVE TEAM



**THOMAS BROOKES**  
Founder & CEO



**DAN HUDSON**  
Chief Operations Officer



**RORY MACFADYEN**  
Chief Marketing Officer



**BREN HUTCHINSON**  
Board Advisor / Financial



**JONATHAN O'DEA**  
Chief Development Officer



**MORGAN BROWN**  
Head of Talent Operations

### SHAREHOLDERS



**ASH BARTY**



**HARRY KANE**



**JAMES MILNER**



**PAUL INCE**



**ROBBIE FOWLER**



**DIRK KUYT**



**MICHAEL CARRICK**



# WHERE SPORTS UNITE



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